

Florists: 2002

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U S C E N S U S B U R E A U

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
4531	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0
45311	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0
453110	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
4531	Florists	2002..	22 753	6 597 471	1 489 098
		1997..	26 200	6 555 088	1 396 389
45311	Florists	2002..	22 753	6 597 471	1 489 098
		1997..	26 200	6 555 088	1 396 389
453110	Florists	2002..	22 753	6 597 471	1 489 098
		1997..	26 200	6 555 088	1 396 389

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of —		
						Estab- lishments with the product line	All estab- lishments ¹	
4531		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
	20109	Candy	3 650	1 147 847	22 590	2.0	.3	X
	20114	All other foods, including dry groceries, canned & bottled foods, packaged snacks, etc.	1 142	423 485	13 433	3.2	.2	X
	20140	Packaged liquor, wine, & beer	141	110 508	2 903	2.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
	20623	Cut flowers -- arranged	22 032	6 412 874	3 623 197	56.5	54.9	X
	20624	Indoor potted plants -- blooming	19 265	5 691 638	449 422	7.9	6.8	X
	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X
45311		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
	20109	Candy	3 650	1 147 847	22 590	2.0	.3	X
	20114	All other foods, including dry groceries, canned & bottled foods, packaged snacks, etc.	1 142	423 485	13 433	3.2	.2	X
	20140	Packaged liquor, wine, & beer	141	110 508	2 903	2.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
	20623	Cut flowers -- arranged	22 032	6 412 874	3 623 197	56.5	54.9	X
	20624	Indoor potted plants -- blooming	19 265	5 691 638	449 422	7.9	6.8	X
	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
45311		Florists—Con.						
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.—Con.						
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X
453110		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
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	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
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	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
4531	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565
45311	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565
453110	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.